



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - public distribution

Date: 7/12/2004

GAIN Report Number: BK4019

Bosnia-Herzegovina

Retail Food Sector

Consumer Buying Preferences

2004

Approved by:

Sarah Hanson
U.S. Embassy

Prepared by:

Sanela Stanojcic

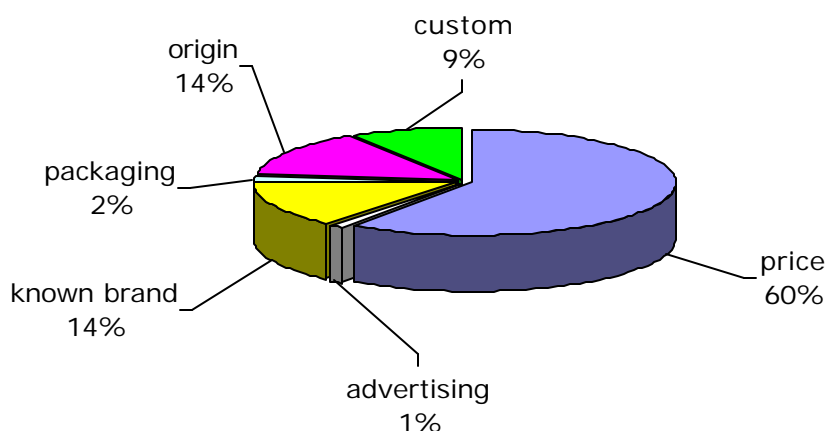
Report Highlights:

A market research company from Bosnia and Herzegovina recently published a research study on consumer buying preferences. According to the study, 60% of consumers cited product price as the most important criteria for making a purchase, reflecting the country's weak economy and consumers' low purchasing power. Product origin and brand/quality tied for second with a 14% response rate for each category. 9% of consumers buy products based on previous purchases, and 2% of consumers cited packaging as the most important criteria. Only 1% of consumers buy products based on advertising.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna [AU1]
[BK]

A market research company from Bosnia and Herzegovina recently published a research study on consumer buying preferences. According to the study, product price is the most important criteria for 60% of consumers, reflecting the country's weak economy and consumers' low purchasing power. Product origin and known brand/quality were second and third with 14% each. Nine percent (9%) of consumers buy products because of previous purchases, while 2% think that packaging is the most important product characteristic. Only 1% of total consumers buy products because of the influence of advertising.

Consumer Buying Preferences



According to official statistical reports, it is estimated that a four-person family spends \$3,403 annually (2002 est.) on a 'basket' of basic food products. An average monthly income is less than \$250 and the official unemployment rate is around 40%. Officially, one fifth of total population is on the edge of poverty, while 2.5% can be considered as "wealthy" with a monthly income higher than \$950.